

26 Februarie 2010

VinPro: Farmer Development

Farmer development: Yes, We can!

AgriSA conference

How?

VinPro's approach: A Vision




- To achieve successful farmer development, VinPro's BEE Advisory service strives toward the normalization of the Wine Industry by promoting Land reform, with its main focus on establishing sustainable farms, owned and managed by well-trained new farmers.



A Broad picture of the Wine Industry

Farmer development – the broader picture in the wine industry

- Wine Industry

Farm	Cellar	Trade/Brands
 <p>VinPro VIR KAAPSE WYNPRODUSENTE</p>	<p>WCESA</p> 	
	<p>Henk Bruwer</p>	

Take note of present problems

- Unrealistic expectations – a get rich quick event
- Too much focus on the farm & too little on the jockey
- Group ownership vs individual ownership
- Funding – access to capital & operational funds
- Taking of responsibility for the process
- Shortage of skills, knowledge, training & development
- Lack of well structured after-settlement support
- A need for better cooperation between departments and between government & organized agriculture



Turning threats in opportunities

- A new approach is needed
- Select right candidate farmers with success-image approach
- Provide selected candidates with skills, training & knowledge
- Support departments and new farmers with purchase & management of new farms
- After-settlement support through mentorship programs
- Expand & normalize agriculture through organized land reform



Wine Industry approach

- **Established BEE Advisory service** - land reform, Scorecards & liaison
- **Wine Industry Training Task team (Winetech)**
- **Graham & Rhona Beck Skills Centre**
- **Cellar worker study groups & SKOP 1& 2 courses (Winetech & VinPro)**
- **Cellar worker of the year competition (WCOSA)**
- **Farm worker of the year competition (Rudnet)**
- **Free consultation visits & advice to new farmers (VinPro)**
- **Information day for farm workers and new farmers (VinPro)**
- **Exposure for farm workers & new farmers in Wynboer**
- **ITHEMBA (WOSA)**



Success stories

- Establish black- owned brands (Koopmanskloof, Thandi, etc)
- Improved living conditions
- Access to education
- Black winemakers
- Education & social initiatives (DOPSTOP & ARA)
- Equity participation
- Black business consortia
- ITHEMBA

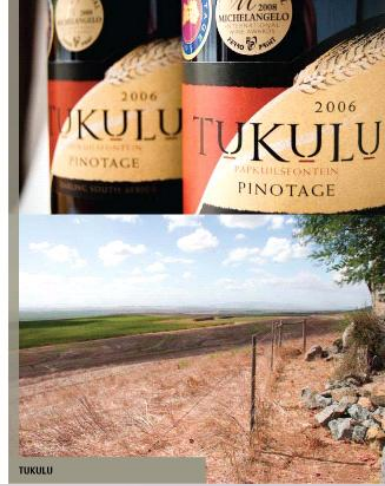




SES'FIKILE



PASSAGES



TUKULULU



Brendell Pomeroy



Darius van Wyk



SIZANANI



STELLENRIJST



A woman with short dark hair, wearing a brown and white checkered short-sleeved shirt, is smiling and looking to her right. She is holding a large bunch of green grapes with both hands. The background is a blurred outdoor setting with a fence and greenery.

Thank you



VinPro
VIR KAAPSE WYNPRODUSENTE